

The international expansion story so far

Anders Jensen, President & CEO



The international streaming challenger





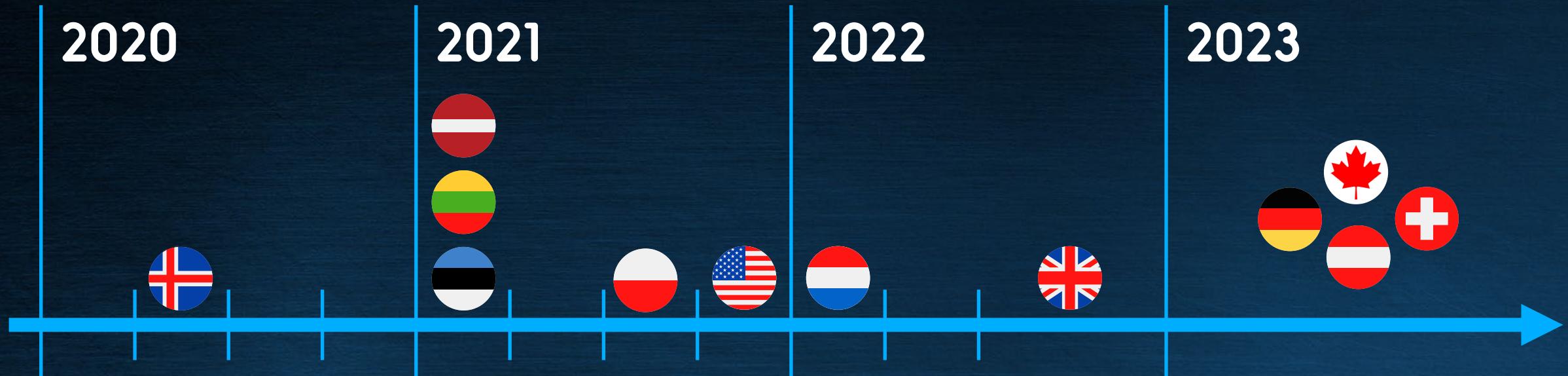
We have the capabilities to succeed

**Streaming is
the future**

**Best in class
platform &
product**

**Long term
content &
distribution
partnerships**

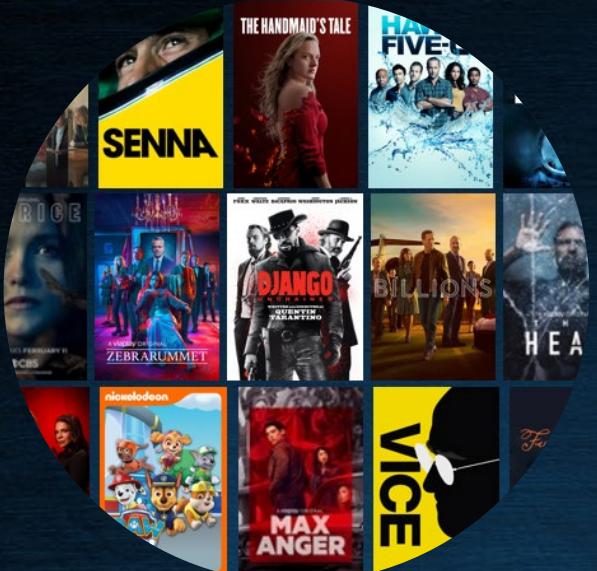
We have only just begun



March 2021



Attractive customer offer



Movies & Series



Sport

One package
€9.99
per month

Price

tet
elisa

Partners

The story so far

D2C balance



Launch

Today

Most watched sports

- Formula 1
- NHL Live
- Formula 2
- Bundesliga
- Highlights from NHL
- Golf Major
- Formula 3
- Pool
- Championship
- Champions League
- Football World Cup Qualifiers

Top title selection

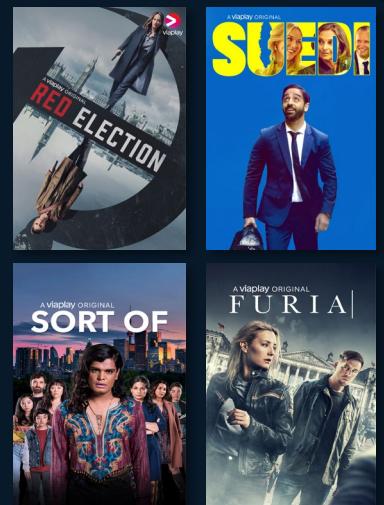
- Bad Boys For Life
- Jumanji: The Next Level
- Bloodshot
- The Addams Family
- Max Anger
- The Good Doctor
- Spider-Man: Homecoming
- The Emoji Movie
- Those Who Kill
- Partisan
- SpongeBob SquarePants



Coming soon



Sport



Originals



Studios

August 2021



Attractive customer offer



Movies & series



Sport

One package

34 zł
per month

Price

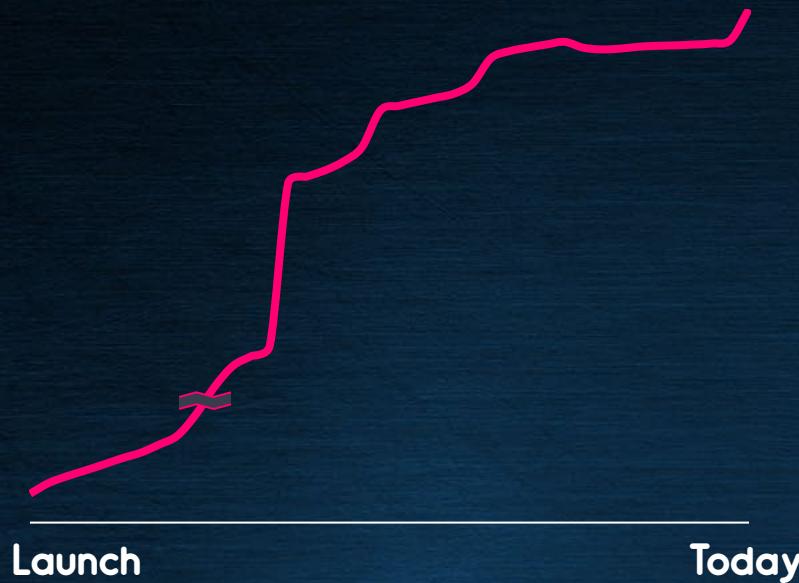


Partners



The story so far

D2C balance



Most watched sports

Bundesliga
Highlights from Bundesliga
2. Bundesliga
Football World Cup Qualifiers
Snooker
UEFA Europa League
Frauen-Bundesliga
Women Serie A Femminile football
FA Women's Super League
W Series
Motocross

Month 1 top title selection

John Wick: Chapter Two
Those Who Kill
After
The Good Doctor
Honour
FBI: Most Wanted
Walker
SEAL Team
Bron
The Head
Clarice



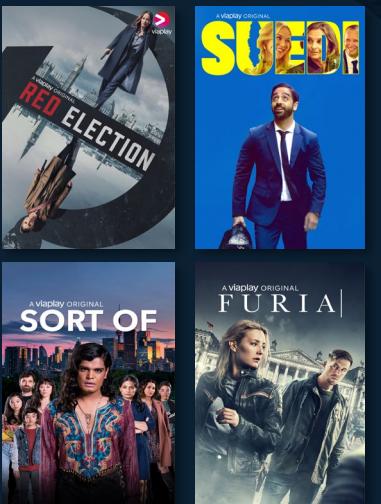
Coming soon



Premier
League



Sport



Originals

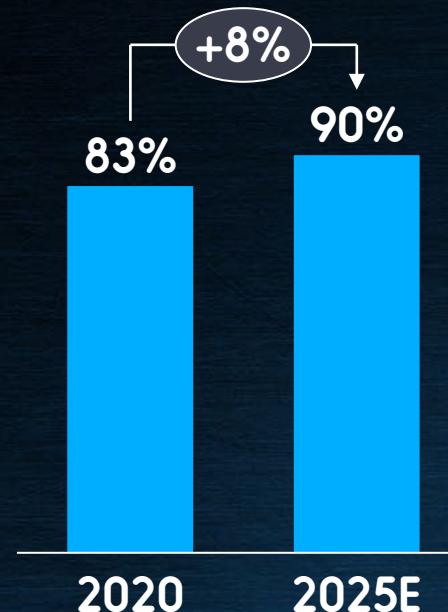


Studios

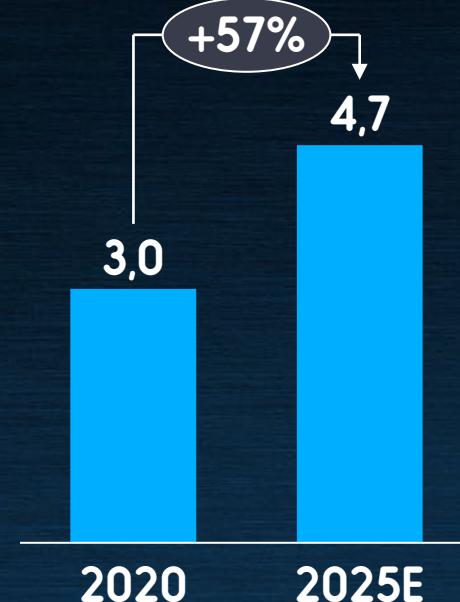
December 2021



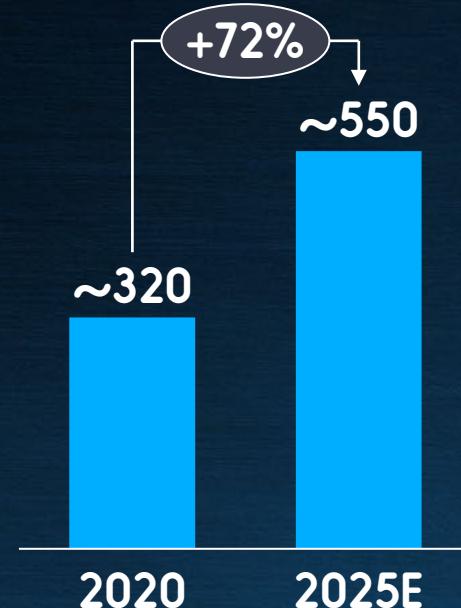
130 million households



SVOD
penetration



SVOD subs per
SVOD
household



Number of
subs



We bring the Best of Nordic Storytelling



ILLUSTRATIVE

400 hours of
Viaplay Originals



ILLUSTRATIVE

1000 hours of
3rd party content

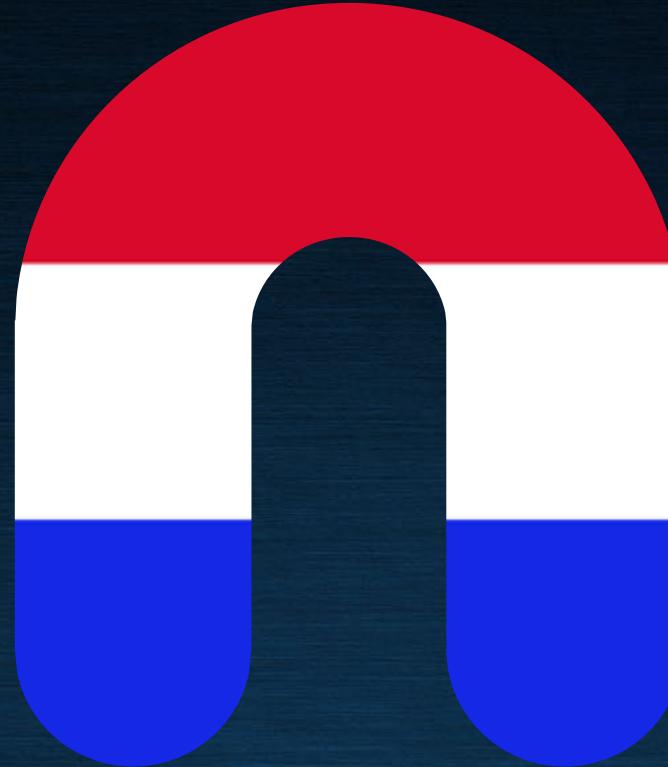


Distributed through partners

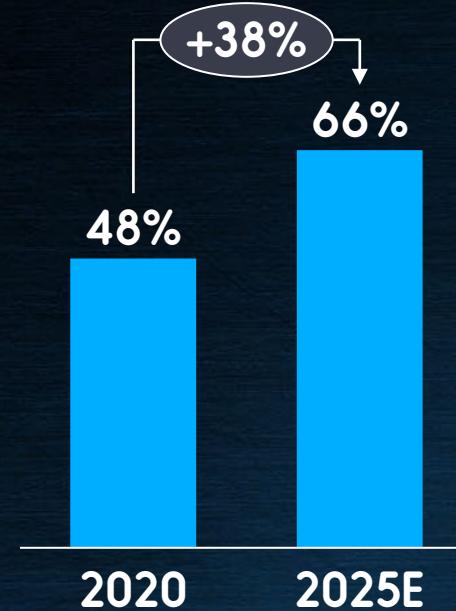


\$4.99
per month

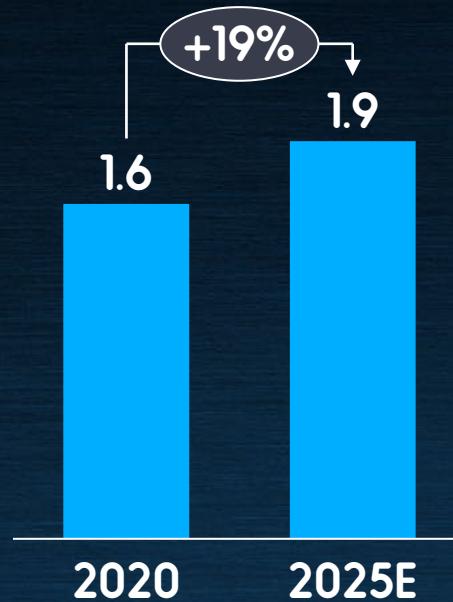
Q1 2022



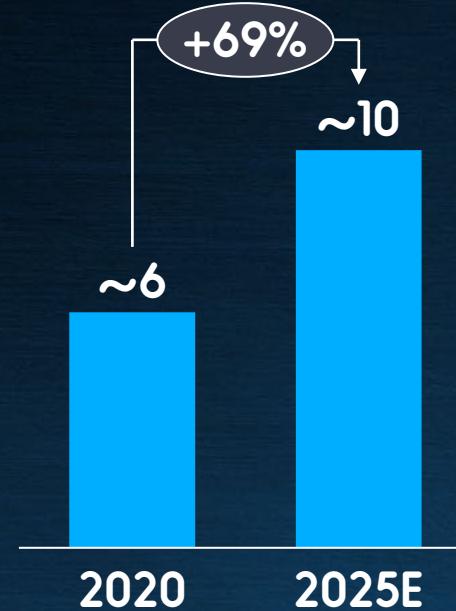
8 million households



SVOD
penetration



SVOD subs per
SVOD
household



Number of
subs

Top tier sport rights



Premier
League

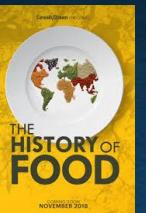
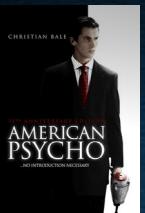
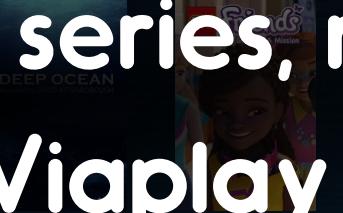
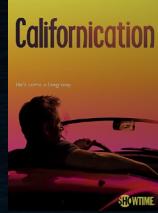


BUNDESLIGA



matchroom.





ILLUSTRATIVE

>5,800 hours of series, movies,
kids content and Viaplay originals

Key takeaways

5 successful
launches



On track for
USA & Netherlands



500k subscribers
by end of 2021